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Special Oct. Price Adjustment Sale

Everybody wants lower prices, and they can have them by making their Purchases at this store. Our new Fall and Winter stock was bought at the last moment after big Reductions had been made, which enables us to sell you New Seasonable Merchandise, at greatly Reduced Prices. Buy your fall and winter needs Now and Save Money.

A SALE OF FINE SILKS

In this line we surprised ourselves, both in price and quality. Our assortment is a little better than is usually found in the average store, and the quality is by far better than you have been able to buy at any ways near the price, for years.

Fine Silk Taffeta in the new and staple colors, black, brown, navy, copenhagen, green, mulberry and rose 36 inches wide. Formerly sold at \$3.00 per yard. Our special low price per yard only **\$1.98**

FINE SILK MESSALINE. Rich lustrous finish, black, brown, navy,

taupe, grey, peacock blue, bergunda and copenhagen. Yard wide. A **\$1.98** \$3.00 value. Per yard only

Silk Georgette. A fine all Silk Georgette, in the new and wanted colors to match our silks. An excellent quality and much underpriced. A real bargain. Note our very attractive price, per yard only **\$1.98**

EXTRAORDINARY PIECE GOODS SALE

Here is an opportunity for you to buy your piece at a big reduction from former prices.

AMOSKEG GINGHAMS heavy weight, fine fleece, all bright new colors. A real 45c value. Our special price per yard only **35c**

AMOSKEG GINGHAMS, all bright new shades and patterns. Plaids, checks and stripes. An actual 45c seller. Our Special price per yard, only **35c**

FANCY PERCALES in the newest patterns, either light or dark colors, yard wide goods. A former 45c seller. Our special price per yard only **35c**

WOOL MIXED SUITINGS, in solid colors of Green and Blue. Very desirable for making skirts or full dresses. Yard wide and extra value. Our Special low price per yard **75c**

WOOL MIXED SERGE, Green, Brown and Black. All solid colors and full yard wide goods. We recommend these goods to anyone wanting a good serviceable fabric at a low price. Our Special price per yard **98c**

ALL WOOL STORM SERGE, of excellent quality, all colors, yard wide, smooth finish, closely woven. A good serviceable fast colored serge. A \$2.50 Value. Our special low price, only **\$1.75**

ALL WOOL MIDDY SERGE, in a beautiful shade of bright red. A very popular Middy Serge, full yard wide and moderately priced. For **\$1.75** merely a \$2.25 value. Only

WOOL PLAIDS, in Blue and Green also brown and black plaid checks, for making Ladies Skirts, Childrens' dresses and etc. Per yard **\$1.75** only

FRENCH SERGE. A fine all wool filled French serge, assorted colors. Yard wide. A very desirable dress fabric at an exceptionally low price. Per yard only **\$1.50**

SHOE PRICES REDUCED

The STAR BRAND SHOE People have also made some Reductions, and we are going to give our customers the benefit of these lower prices. Buy Your Winter Shoes Now.

Ladies' Fine Shoes, Were \$12.75, Now \$9.98.

Ladies' Fine Shoes, Were \$12.00, Now \$9.75.

Ladies' Fine Shoes, Were \$11.00, Now \$8.95.

Men's Fine Shoes, Were \$10.00, Now \$8.75.

Men's Fine Shoes, Were \$8.50, Now \$7.85.

ALL HEAVY SHOES 10 per cent OFF REGULAR PRICES
"STAR BRAND SHOES ARE BETTER"

WONDERFUL COAT SALE

We found Manufacturers and Jobbers ready and willing to sell their coats at reduced Prices, consequently we are in a position to offer you these wonderful values. 10 to 25 per cent off regular prices.



FUR TRIMMED COATS.
BLACK THIBET COATS.
SILK PLUSH COATS.
SILBERTON CLOTH COATS
SHORT PLUSH COATS

\$8.75
TO
\$33.75

ALL LADIES AND MISSES COATS AT REDUCED PRICES

MEN'S AND YOUNG MEN'S ALL WOOL CLOTHES

Our suits are from one of the best makers of Popular Priced Clothes. The price is right. The Quality is Good, and the workmanship is Guaranteed. Plain Blues, Browns, and fancy Mixtures.

All Wool Suits, Were \$40.00, Now \$35.75

All Wool Suits, Were \$30.00, Now \$27.00

Groceries and Provisions

Underpriced

The High Cost of Living can be reduced by buying your Groceries and Provisions at this store. Read these prices and be convinced.

Dinnerbell Coffee

A choice Rio Roasted Coffee Splendid cup quality. A real good coffee at a low price, per pound **ONLY 20 CENTS**

Peaberry Coffee

Extra quality. Not the ordinary kind, but a real high grade Coffee much reduced in price. A regular 50c seller, per pound, **ONLY 40 CENTS**

Mexican Coffee

Very fine Washed Mexican Coffee, clean and fresh. Not a bad grain in it. Excellent flavor. A real 50c value, Per Pound,

ONLY 30 CENTS

Choice Navy Beans

Genuine hand picked Choice Michigan Navies, Cook quickly and gives perfect satisfaction. Per pound **ONLY 10 CENTS**

Good Broken Rice

Nice clean stock. Not the cheap trashy kind, but a good clean rice at an unusually low price. Per Pound **ONLY 10 CENTS**

Canned Beans

Rosebud Brand, Red Beans in sanitary cans, ready for use. Gives good satisfaction. Try them. Per can **ONLY 10 CENTS**

Canned Corn

Faultless Brand of Canned Corn, packed with a good grade of Sugar Corn and gives excellent satisfaction. Per can

ONLY 15 CENTS

Armour Oats

Packed from a good grade of pure white northern Oat, none better, Round cartons. A 20c seller. While the present stock lasts, per carton

ONLY 15 CENTS

Quaker Corn Flakes

Quaker Toasted Corn Flakes. As good as any, and better than some. Per Carton

ONLY 10 CENTS

Canned Salmon

Lifegood Brand. A good Pink Salmon at a very low price. Sure to please note our price, per can

ONLY 25 CENTS

Matches

The nickle tip Matches, double dipped non poisonous and a sure light. Extra value, per box,

ONLY 5 CENTS

DO YOUR FALL AND WINTER SHOPPING NOW

These Reductions may only be temporary, as goods are scarce, and eastern mills are talking of closing down, on account of high priced labor and other congestions.

BUY NOW WHILE PRICES ARE RIGHT

Peoples Supply Co. - - Lutesville, Mo.